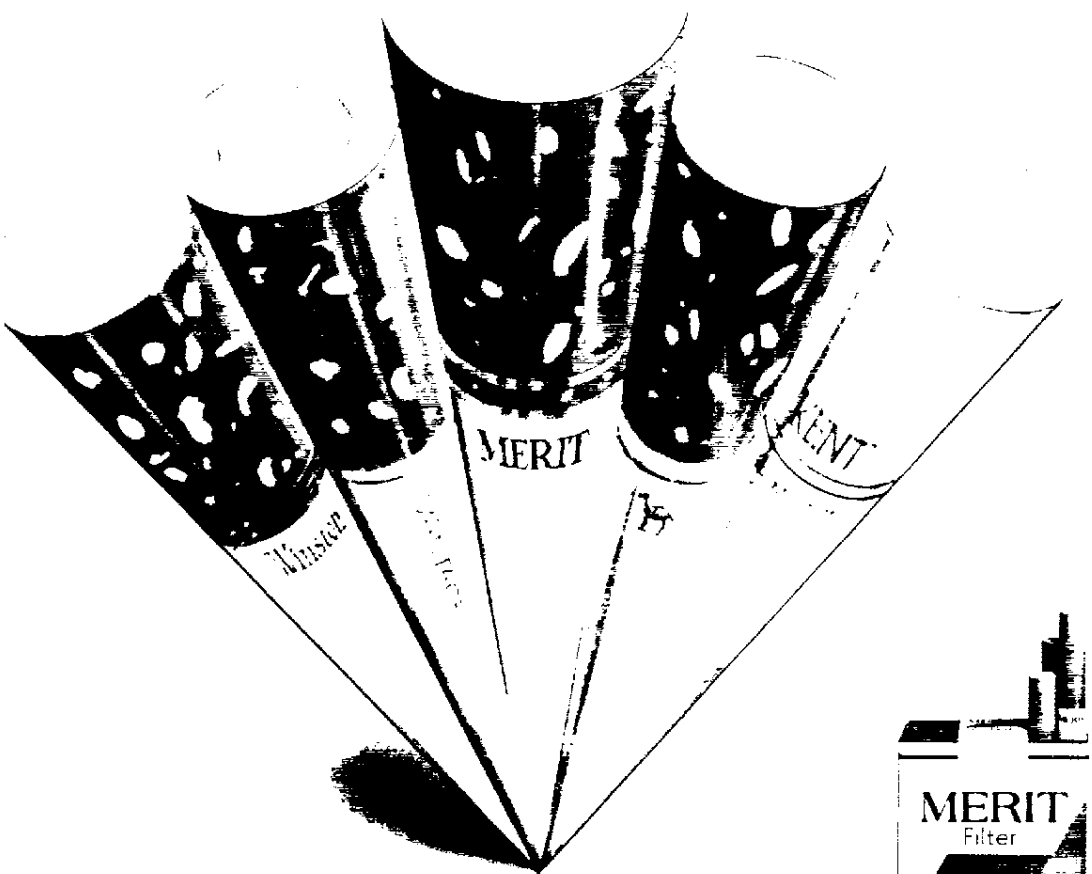
Taste tests prove.
Merit gives you all the flavor of other leading Lights. With a lot less tar.



Merit
Get a taste of it.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/kpyj0004